

CHARGE NUMBER: 2100

PROJECT TITLE: NEW CIGARETTE TECHNOLOGY

PROJECT LEADER: W. G. HOUCK, JR.

PERIOD COVERED: SEPTEMBER, 1985

I. Project DATA

Objective:

To develop an adjustable tar cigarette product.

Status:

DATA test market of Concord regular & menthol 85's is in progress.

Completed screening of Merit Select prototypes.

DATA menthol 85 POL extended use test in progress.

In-house, one month extended use test in progress (60 panelists/regular and menthol 85's).

Plans:

Product optimization	On-going
Process optimization	On-going
Develop Merit Select Prototypes	4th Qtr., 1985

II. New Package Designs

Objective:

To develop new and novel package designs.

Status:

Completed Mall Testing of Alternate "Slide & Tuck" designs.

Completed modified Cricket designs for New York.

Plans:

Make Cricket Packs for New York	October, 1985
Larger scale plastic pack testing	1st Qtr., 1986
Develop new package concepts	On-going

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III. Project Vanguard

Objective:

To develop a consumer acceptable nonburning smoking article.

Status:

Electric Cigarette: Basic component testing finished, working on blends and construction variables.

Photoflash: Photoflash blub testing has been discontinued, we are now negotiating for a stronger power source with GE.

Piezoelectrics: Flavor testing in progress.

Plans:

Internal testing (electrically heated)	On-going
Explore new designs	On-going
Optimize current ideas	On-going
Pursue work with GE	On-going

IV. Dual-Rod Program

Objective:

To develop a cigarette product with dual-rod systems for enhanced taste/impact and unique flavor delivery profiles.

Status:

Prototype making equipment complete.

Analysis of puff by puff profiles continuing for dual-rod configurations at the ultra low and full flavor tar range.

Subjective evaluations completed on second series. Promising models will be modified with blend and flavor changes for further evaluations.

Plans:

Continue prototype design	On-going
Internal testing	4th Qtr., 1985

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V. MicroencapsulationObjective:

To develop the processing and product encapsulation technology for use in Philip Morris products.

Status:

SWRI currently developing more frangible flavor capsules for "last puff freshner" concept.

Initial samples of H₂O capsules coated on foil innerwrap are being tested for H₂O time release. Additional samples are being incorporated in cigarette packs for aging studies.

Plans:


Continue in-house development of flavor capsules	On-going
Develop method to apply H ₂ O capsules to foil/cigarettes, etc.	On-going
Explore techniques for capsule utility in "last puff freshner" concept	On-going

Other:

Nicotine Control: Supercritical CO₂ extraction of Bright tobacco was done by contract with A. Muller of West Germany. The extraction gave 10-50% nicotine reduction and the tobacco was still physically and subjectively similar to the control tobacco. Cigarettes were made and evaluated. A memo will follow.

Plans:

Work is transferred to other groups.


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